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ABSTRACT OF THE DISCLOSURE

An intelligent media targeting system and method for generating and utilizing smart media objects, or information objects containing both a content portion containing information to be consumed by end users and a profile portion containing coded user activity information representing exercise of the media object by users, the content portion and the profile portion being assembled into an information object capable of being transmitted integrally. The smart media objects are generated by capturing user activity information representing exercise of media objects by users, filtering the captured user activity information to generate a profile for each media object, generating a coded header using the profile for each media object and attaching the coded header to the media object. After the smart media objects are transmitted over a communication channel, the coded headers are detached and decoded to obtain the profile of the smart media objects. Media targeting decisions are then made to target media objects to end users based on the media object profile obtained by detaching and decoding the coded header.